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"Why Royalty Free Stock Footage Isn't Really Free", "do not be fooled by the use of 'free' when you come across the term royalty free stock footage. You can access a whole lot of very high calibre footage to complement your video production projects, but no matter what you will still pay an initial fee for the right to use it. This type of footage is still an incredibly affordable alternative to piecing together your video project with shot after shot of original clips, but despite the 'free' in the name, you will still need a small bit of a budget to get the right shot in place. The biggest advantage to using this type of footage is that once you pay the initial fee, there are no further restrictions or limitation on how you are able to use it.

there is a broad range of prices you will have to pay to be sure to access any royalty free stock footage; and the variances in price are basically related to the overall quality of the video clip. So just like anything else, you get what you pay for and it is very important to be definitely sure the clip you are paying for matches up with the video quality you are striving to find in your originally produced content.

Although the price and production value can vary greatly, the biggest advantage of utilizing royalty free stock footage is the sheer volume of material that is available. there is any number of production crews offering footage for a fee; and on any given day, you can find usable footage on any topic that you can imagine. So despite the payments involved, the real value lies in the fact that these clips are easily accessible, high quality, and relevant to almost any content area. The initial fee paid to utilize the clips is literally a fraction of what might be paid to recreate a similar scene, and there's no sacrifice in the level of professionalism in the end product.

While the highest guaranteed quality video clips most likely comes from rights managed stock footage source, the problem is that you continue to pay for the clip time and time again, based on the terms of the content owner. With royalty free stock footage, you gain access to the footage you require without having to worry about continually accruing costs. So with this type of footage, you can access the quality footage you need while staying well within your budget.

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